



How Patriot FCU added \$720,500 of new loans in 3 months

- Average age of members engaging with Shastic was 37 yrs old.
- Total of 36 loans funded across consumer loans, mortgages, home equity loans, and credit cards.
- Conversion from lead-to-loan across both mobile and web.



The Financial Institution



Patriot Federal Credit Union

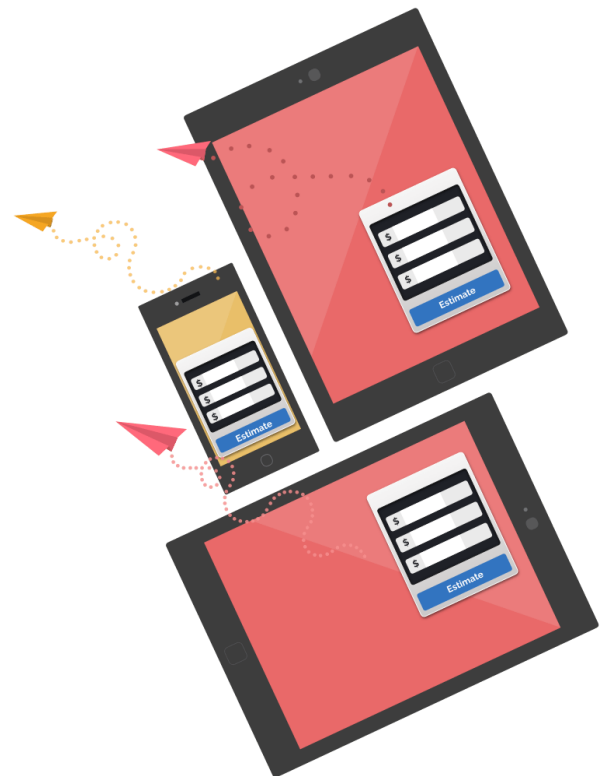
Headquartered in Chambersburg, PA, Patriot has assets in excess of \$710M, nine branch locations, and nearly 70,000 members.

The Challenge

Patriot was looking for a **better way to increase loan generation across their digital channels**. The credit union also was looking to **target a younger demographic, age 30-45 years old audience** for several of their products including auto loans, mortgage, home equity lines of credit (HELOC), and credit card balance transfers.

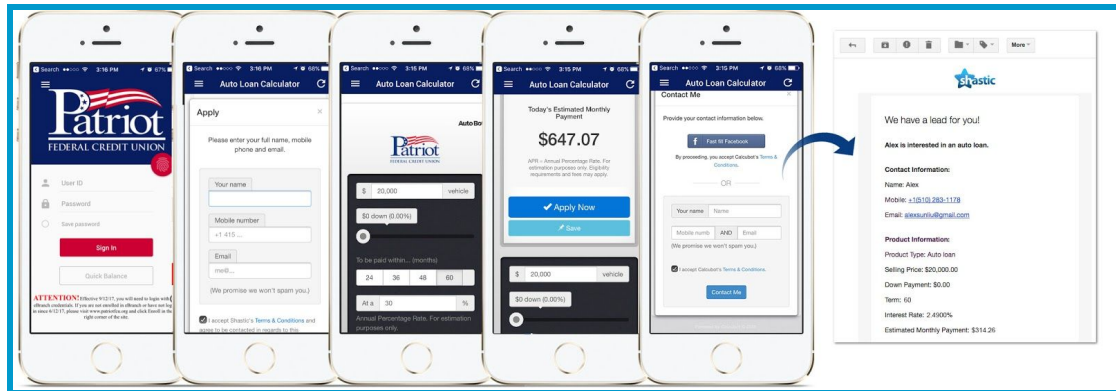
Patriot was already making use of traditional media channels such as flyers, digital ads, printed ads and TV spots, but wanted to significantly increase their digital outreach.

Specifically, Patriot needed a lead gen tool that easily worked across their website and mobile. And, the tool needed to integrate into their loan application system and take the member through booking.



Solution

Using Shastic's loan acquisition platform, Patriot implemented dozens of lead generation tools to capture the interest of digital visitors and turn them into booked loans. The fact these tools converted visitors into serious prospects stood out to Patriot.



Shastic implementation on Patriot's mobile banking app

Shastic's digital tools give Patriot a way to determine, in real-time, how many engaged members (and non-members) were actively looking at their loan products.

Each time an estimate is made, a loan officer gets an automated alert with the prospect's information then quickly follow up. On the prospects side, they get a loan estimate and a smooth re-direct into the loan application.

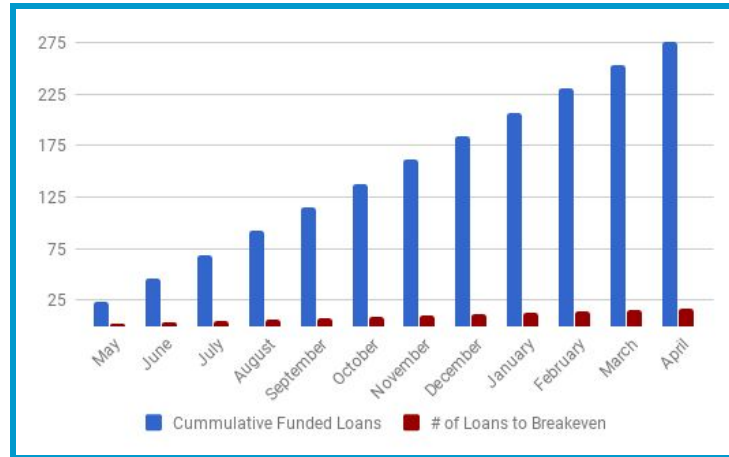
Results

In 2Q 2019, Patriot was able to **generate \$720,500 in additional loan volume** and \$35,000 in interest income profit.

Patriot's cost of acquisition remained very low for the results achieved. The Credit Union realized an astonishing **ROI of 7093%**, along with better visibility on ROI performance across each digital channel.

Lastly, it took Patriot **just one month to break-even**. This means, Patriot fully recovered the yearly cost for Shastic's platform after booking over 20 new loans.

Number of Funded Loans Needed to Break-even



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Using Shastic's tools, we generated over \$700,000 in consumer loan volume in a few months. We've found it not only serves as a tool to cross-sell our products to existing members, we've acquired new members to the credit union as well.

-Ken Ditzler, Director of Marketing, Patriot FCU

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Looking Ahead

Patriot is on pace to generate over 275 new loans this year using Shastic. Shortly after implementing Shastic's tools, the Credit Union booked 20 loans to recover the cost of the lead gen tool.

Every new loan going forwarded further adds to their return on investment for the Credit Union.

Patriot ROI Scenario Analysis

Current Assets:	\$710,815,601	Worst Case	Average	Best Case
# of leads per month		50	67	100
# of funded loans/month		17	23	34
Patriot Loan Stats				
<i>Avg Annual Yield (%)*</i>	4.69%	4.69%	4.69%	4.69%
<i>Avg Loan Balance*</i>	\$55,700	\$55,700	\$55,700	\$55,700
Gross Income Generated per month		\$44,410	\$60,084	\$88,819
Gross Income Generated per Year		\$532,915	\$721,003	\$1,065,831
Total Income Generated per Year		\$523,927	\$710,980	\$1,053,843

Annual Return-On-Investment (ROI)	5829%	7093%	8791%
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ROI projections based on Patriot's current volume, as well as their converted lead-to- loan balance and yield as of Sept 2019.